

PACIFIC LUTHERAN UNIVERSITY BUSINESS PROGRAMS

MBA – MASTER OF SCIENCE IN BUSINESS ADMINISTRATION

Founded on the cornerstones of leadership, innovation, global awareness and ethical responsibility, the PLU MBA program is designed for those who seek to find a balance between organizational goals and social and ethical responsibility. The flexible schedule allows students and working professionals to complete the degree full- or part-time. www.plu.edu/mba Email: plumba@plu.edu

MSF – MASTER OF SCIENCE IN FINANCE

The PLU Master of Science in Finance is pragmatic and industry-focused while grounded in its cross-disciplinary foundations: Finance, Economics, Accounting and Mathematics. Graduates are equipped with a powerful set of skills and tools from a curriculum designed in collaboration with industry and the CFA (Chartered Financial Analyst) Institute. www.plu.edu/msf Email: plumsf@plu.edu

MSMR – MASTER OF SCIENCE IN MARKETING RESEARCH

The PLU Master of Science in Marketing Research program is industry-driven, developed specifically to provide students with in-demand and relevant business skills. The program prepares students to engage in thoughtful marketing research inquiry, providing analytical insight and informed decisions to achieve goals within an ethical context. www.plu.edu/msmr Email: plumsmr@plu.edu



PACIFIC LUTHERAN UNIVERSITY
SCHOOL OF BUSINESS
12180 Park Avenue South
Tacoma, WA 98447-0003



Pacific Lutheran University
School of Business

Pyramid Staging and Events presents the School of Business Executive Leadership Series Fall 2015

MESSAGE FROM THE DEAN

The School of Business is pleased to announce the Fall 2015 Executive Leadership Series. This series supports our programs at PLU by bringing executives to campus to share their expertise and insight.

We are excited to bring preeminent industry and organizational leaders, students and selected guests together on the Pacific Lutheran University campus for these evenings. These informal, one-hour sessions offer insight into current issues facing decision-makers. These leaders will also share aspects of their own career development.

I am pleased to invite you to join us for one or more of these evenings to engage in discussions of issues pertinent to our dynamic global business environment. The dialogue will be enriched by your presence and participation.

The PLU School of Business would like to thank Pyramid Staging and Events for generously supporting this series.

Sincerely,

A handwritten signature in black ink that reads "Nancy Albers-Miller".

Nancy Albers-Miller
Dean, PLU School of Business

STRATEGIC BUSINESS ARCHITECTS, INC.

Bill Branson

Enterprise Architect & Business Performance Consultant

Wednesday, Sept. 23

6:00-7:00 p.m.

Leraas Hall, Rieke Science Center



Branson provides consulting and educational services to clients across the globe, drawing on his recognized leadership and management experience and his extensive experience with information technology, enterprise architecture, IT strategy, business transformation, business strategy, business planning and program management.

He is the founder of Strategic Business Architects, Inc., and since 2006 works with business leaders and their teams to maximize their business results by getting clear on where they are taking their business, developing actionable strategies to get there, and creating an execution plan to which they can hold themselves and their team accountable.

Earlier he worked for Russell Investment Group in Tacoma, where he created and directed Russell Investment Group's first IT Architecture Department and then the Strategic Business Architecture team in the Investment Management and Research Department.

Branson's wide-ranging work history in both vendor and end-user companies spans 30 years and includes IT architecture and strategy, technical marketing and support, systems and application development, and network engineering.

CAPITAL MARKETS RESEARCH

Ian Toner

Managing Director/ Strategic Research
Verus Investments

Tuesday, Oct. 20

6:00-7:00 p.m.

Leraas Hall, Rieke Science Center



Toner is responsible for ensuring that the research resources at the firm are focused on solving the real problems faced firm's clients, and on maintaining an appropriate balance between academic rigor and practical real-world client solutions. He has responsibility over all research, including manager research, capital markets research and topics of Interest, and is a key contributor to the Research Advisory Committee. He is particularly engaged in finding ways to ensure that new insights created at the firm are used across the whole range of clients, large or small, and whether the services those clients consume are discretionary or nondiscretionary.

He joined the firm in late 2013 from Russell Investments in Seattle, where he was most recently director of capital markets research in the Investment Division. He was at Russell for seven years and was particularly focused on two key areas: understanding the effect of currency risk on client portfolios, and understanding and managing the complex range of risks that clients and investors experience when interacting with Wall Street. Earlier, he was an executive director at UBS Investment Bank in London, and a vice president at both Schroder Salomon Smith Barney and InterSec Research Corp. Previously, he worked on the sell side of the institutional markets in London, focused on European equity markets.

Toner has a degree in law from the University of Oxford and holds the Chartered Financial Analyst (CFA) designation. He is a member of the CFA Institute and the CFA Society of Seattle.

RUSTY GEORGE CREATIVE

Rusty George

Principal and Creative

Wednesday, Nov. 4

6:00-7:00 p.m.

Leraas Hall, Rieke Science Center



Rusty George Creative is a Northwest branding and brand strategy agency. He and his merry band of thinkers and artists have produced award-winning campaigns for the Washington State Nursery and Landscaping Association, Washington State Historical Society, Point Defiance Zoo & Aquarium, Metro Parks Tacoma, Northwest Trek, Pierce County Public Works, City of Sequim and City of University Place, just to name a few. George is passionate about effective brand storytelling, and donates his time and talent to several nonprofit organizations. He has been recognized as Small Business Person of the Year for the State of Washington, 2008.

It's a crowded and noisy world out there, George says. To make an impact with your audience, you have to do more than talk about what you do. You have to tell your unique story in a powerful way that will instantly grab their attention, connect with them on a visceral level, and inspire and motivate them to align with your brand and adopt you into their busy lifestyle.

George says brand is not just a logo. It's the holistic experience in the eyes of your audience that defines everything you stand for and stands you apart from your competition. In an entertaining and informative presentation, George will walk you through the entire process, from strategy (purpose, position, promotion, pitch) to tactics (logo, messaging, advertising, video and web) and how to tie it together in building an effective marketing vehicle.

PYRAMID STAGING & EVENTS



Pyramid Staging & Events is a multifaceted audio-visual, production, staging and labor company located in the Pacific Northwest. It is co-owned by Stephen Dilts, PLU MBA 2015, and Steve Hampton.

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www.pyramidstaging.com